

Cleveland itself. In order to fully understand the benefits that have resulted, some recent history of the market is required.

Malrite has controlled WOIO-TV since 1986. The station had operated as an independent UHF television station in the highly competitive Cleveland-Akron-Canton, Ohio area of dominant influence for approximately one and one half years. WOIO-TV then became a founding affiliate of the Fox Television Network. In May 1994, Fox/NewsCorp, by acquiring only a 20% interest in the parent corporation of the licensee of Station WJW-TV, was able to control Channel 8 in Cleveland. At that time, WJW-TV was a CBS affiliate and had carried the CBS network for more than forty years. Through its new ownership, Fox was able to abandon a weaker UHF facility and to associate with a stronger VHF station with far greater market penetration. Although WOIO-TV had a five-year contract in force, Fox took advantage of a one-sided clause in its standard affiliation agreement which granted it the right to terminate the contract if it owned or purchased other stations or companies in the market. Fox thereupon canceled WOIO-TV's affiliation effective September 2, 1994.

The sudden and unexpected move severely damaged WOIO-TV in both ratings and revenues. Left without its Fox affiliation, WOIO-TV was compelled to enter into a new affiliation agreement with the CBS television network. This caused significant viewer confusion. WOIO-TV's prime time ratings plummeted, and this was accompanied by a reduction in local station sales inventory in all time periods. The established brand value developed over the course of eight years of marketing and promoting the "Fox 19" franchise was destroyed with the loss of the Fox affiliation. "CBS 19," trying to compete against stronger VHF stations, had no news and little adult programming. When Fox moved to Channel 8, WUAB-TV, which had already experienced a significant decline in revenues, was placed in an even more difficult position. WUAB-TV's programming had been aimed at young adult viewers. Fox, strengthened by its affiliation with a VHF television facility, began to diminish WUAB-TV's market position even further since WJW-TV now similarly emphasized young adult programming.

Malrite and Cannell foresaw that, although both were disadvantaged UHF television facilities operating in a highly competitive market environment, an appropriate time brokerage agreement implemented with all necessary safeguards to comply with Commission requirements might allow them to move forward as competitive television stations. They negotiated and entered into a time brokerage agreement effective August 18, 1994. The time brokerage payment included a significant amount allocated to the broker's option to extend the initial term of the agreement. Malrite could not have financially extended itself for training and hiring staff, purchasing new equipment, new studio upgrades, and a long-term studio lease if, subsequent to the initial term of the time brokerage agreement, it would have been left with the right to program and to sell advertising for only one station. Although Nielsen data clearly demonstrates that neither station dominates the market, absent the time brokerage agreement it is questionable whether the stations could have survived. Certainly, they could not have continued in a manner that would have enabled them to provide their present levels of news and public affairs offerings.

The WOIO/WUAB experience demonstrates how significantly well constructed LMAs serve the public interest. For one thing, LMAs add jobs to the marketplace. The subject time brokerage agreement has resulted in significant full-time staff gains in news/public affairs (51 additional employees). The largest staff increase has occurred in the full-time news staff, thus revealing the strength of two UHF television stations able to provide greatly enhanced news and public affairs programs. If the efficiencies of LMAs initially reduce some positions, the fact is that the losses are offset by the additional staff in news and local production. There has been a marked increase in full-time employees since the stations entered into the time brokerage agreement.

The Time Brokerage Agreement ("TBA") between Malrite Communications Group, Inc. ("Malrite") and Cannell Cleveland, L.P. ("Cannell") has had a number of additional public interest benefits as detailed below.

The TBA has permitted both stations to streamline and economize their operations. Prior to the TBA, the stations had separate studios and offices. The stations have since collocated their facilities to a new studio in downtown Cleveland, accessible to residents of Cleveland and the residents of each station's community of license. The collocation has allowed the stations to save on rental, utility, and maintenance costs, and to upgrade technical equipment and facilities as necessary. Administrative functions have to some degree been combined, resulting in overall operational efficiencies.

The cost savings both stations have realized have translated into enhanced public affairs, news and entertainment programming including expanded coverage and specials relating to local parades, the opening of the Rock & Roll Hall of Fame, various Cleveland Indians baseball specials, New Years Eve Live from Public Square, specials focusing on children, children's health care needs and spotlights on local artists and musicians. Prior to the TBA, WUAB aired a one hour local newscast each day. WOIO, however, carried no local news programming at that time. Since the stations began operating under the TBA, WUAB has continued to air an hour-long newscast Monday-Sunday and WOIO-TV now airs one and one-half hours of local news during the week and one hour of news on Saturday and Sunday. In addition to their news programs, each station also airs at least one hour of locally produced public affairs programs addressing the needs and concerns of their communities of license and the greater Cleveland area. The stations collaborate on news and public affairs specials, including specials designed to educate children, and work together to promote local community events. In summary, under the TBA, these stations have been able to expand their efforts to serve the public through local news and public affairs, and achieve economies of scale that have resulted in more efficient operations.

An example of the combined production resources of WOIO-TV and WUAB-TV has seen the creation of a children's program entitled *Planet Cleveland*. It features area children on visits to places of local interest, i.e., museums, businesses, parks, etc. The program seeks to educate first, and entertain second, and its success is entirely due to the strength of the combined

WOIO/WUAB production facilities. The series began in May 1996 and has aired monthly without fail since. *Planet Cleveland* is extremely expensive to produce, and realizes no profit. The program could not have succeeded in the absence of the time brokerage agreement between the two UHF television stations.

A second positive aspect of the WOIO/WUAB time brokerage agreement results from the combined resources of the news department, program department and production department to produce a number of successful, local specials. Examples of these specials include: *Freedom Festival* (live 4<sup>th</sup> of July Fireworks coverage); *1995 Grand Prix* (Same day coverage of the parade); *Rock on Cleveland* (week long special previewing the opening of the Rock & Roll Hall of Fame & Museum in Cleveland); *Rock on Coverage* (Live one hour coverage of the opening of the Rock Hall); *The Fan-Tastic Tribe* (Half hour special highlighting the celebration of Cleveland's first pennant winner in 40 years); *Rally on the Square* (Half hour live coverage of Cleveland's celebration of their World Series appearance), *Fanfare for Cleveland: A Bicentennial* (live coverage of Cleveland's New Years Eve Celebration kicking off its 200<sup>th</sup> birthday); *Romona's Kids Specials* (half hour prime time program featuring extraordinary stories about Cleveland area children); *Building Blocks for Healthier Kids* (half hour specials focusing on medical issues for kids); Election Coverage; *In your Face With Ronnie Duncan* (half hour special with our sports anchor featuring one-on-one interviews); *Jazzed Up* (half hour local special of Cleveland community college jazz festival.)

Few, if any, of the specials noted above might have been produced absent the WOIO/WUAB time brokerage agreement. A startup news operation is an extremely difficult and expensive investment for any television broadcaster to make. Indeed, in the Cleveland market, no licensee had launched local news of this size and scope until the operations of WOIO-TV and WUAB-TV were combined pursuant to the time brokerage agreement. This allowed Malrite to purchase remote vehicles to cover increased amounts of local, live news and to employ investigative staff reporters. The difference between the newscasts before and after the time brokerage agreement is of great consequence. Prior to the time brokerage agreement, WUAB-TV's once-a-day newscast generally tracked news gathered by other broadcast facilities. That is no longer the case, and the extent of the newscasts now aired on both WOIO-TV and WUAB-TV is substantial. Indeed, given the VHF market competition from national media sources, the quality and breadth of newscasts that are now produced by the two independent UHF facilities are remarkable. This could never have been accomplished in the absence of the economies which are derived from the time brokerage. It is likely that the 10:00 p.m. newscasts aired on WUAB-TV would have ceased production without the relationship. In effect the time brokerage has actually brought a new voice to the market.

The time brokerage agreement has led to other advantages. It has most certainly added to the revitalization of downtown Cleveland. Before the time brokerage agreement was implemented, WUAB-TV and WOIO-TV were headquartered at suburban locations which no longer exist, and each licensee operated with modestly equipped or inadequate facilities. As a result of the time brokerage agreement, the stations were able to relocate, construct new common

studios and offices, upgrade their equipment, and to contribute to the growth of a now vibrant downtown area. The high visibility site, which never would have been chosen but for the existence of the time brokerage agreement, is convenient to communities within the market. A store front studio has also been constructed, which looks out on a busy downtown street. It is totally dedicated to producing local public affairs programming.

The ability to bring forward many different "voices" to the viewers in the Cleveland market is attributable to the enhanced competition that derives from the relationship between the two licensees. Furthermore, the operating expense savings that result from the time brokerage agreement have been used to shore up programming as never before. A year prior to the LMA WUAB-TV garnered a few Emmy awards, and WOIO-TV none at all. However, in the years following implementation of the time brokerage agreement, both stations became recipients of a significant number of Annual Regional Emmy Awards.

Malrite commissioned National Economic Research Associates (NERA) to provide information regarding the benefits that result from the common programming operation of these local television stations. The analysis showed manifest consumer benefits arising from efficient combinations. The NERA study was filed in conjunction with Malrite's Reply Comments in MM Docket Nos. 91-221 and 87-7.

**WAKC-TV, Ch. 23 (Ind/PAX)**  
***WOAC-TV, Ch. 67 (Ind.)***

The Time Brokerage Agreement for WOAC-TV, Canton, Ohio, was entered into together with funding provided by Paxson Communications of Cleveland-67, Inc., which enabled Whitehead Media, a company wholly-owned by an African American, to acquire WOAC. The TBA has been combined with the collocation of the stations in new facilities to create cost efficiencies in each station's operation. Without the TBA and the ability to provide programming over the station, Paxson Communications would not have been willing to provide the funding to allow Whitehead Media, Inc. to acquire the station.

## **Miami, FL**

### **DMA Market No. 16**

**WFOR-TV, Ch. 4 (CBS)**  
***WEYS-TV, Ch. 22 (Ind)***

While CBS filed a response to the FCC's *Public Notice*, it does not believe that the agreement between the stations should be regarded as an LMA. While both stations are located within the same DMA, there is no signal overlap between the two stations. CBS's parent company, Westinghouse Electric Corporation, is currently a party to a Program License and Sales Representation Agreement with WEYS Television Corp. (WEYS) and Cayo Huesso Television Corporation concerning television station WEYS-TV (Key West, FL.)

According to CBS there is no "brokering" or brokered stations. Under the agreement, CBS provides and licenses to WEYS a 24-hour-per-day program service (subject to the reservation of certain time periods for the presentation of programming supplied by the station's licensee), consisting of the Spanish language news channel, CBS Telenoticias, and local news inserts provided by WFOR-TV, the CBS owned television station in Miami (the latter to be supplied and broadcast at the parties mutual discretion). In addition to up to three hours of time between 7a.m. and 10 a.m. on Saturdays and Sundays, which is reserved for use by the station's licensee, the licensee has the right under the agreement to preempt programming supplied by CBS Telenoticias and WFOR, in order, among other things, to present programming which it reasonably deems to be of greater national, regional or local importance. CBS provides two recent examples of the station preempting programming.

The agreement also provides that CBS Television Sales will act as the sales representative for WEYS with respect to all national advertising time sold within the programming supplied by CBS, and that WFOR will fulfill this role with respect to local advertising time sold in such programming. The revenues from these advertising sales are to be divided between the parties as set forth in the agreement.

## **Miami & West Palm Beach, FL DMA Market Nos. 16 & 44**

**WBSF, Ch. 33 (ABC) (Miami)**

***WTVX, Ch 34 (UPN) (West Palm Beach)***

The stations involved in the local marketing agreement operate in separate DMAs. There are no overlapping city-grade contours. The Grade A and Grade B contours overlap, but only the degree of Grade A overlap is known. The Grade A overlap constitutes 2% of the geographic area of the Grade A contour of WTVX and 2.1% of the geographic area of the Grade A contour of WBSF, and 0.6% of the population located within the Grade A contour of WBSF.

The brokered station, WTVX, was in bankruptcy in 1994. It was purchased at a bankruptcy auction by the current licensee of WTVX, Whitehead Media. Since that purchase, Whitehead Media has operated WTVX pursuant to an LMA with WBSF, a Paxson Communications station which is affiliated with ABC and which is located in the same DMA as WTVX. The LMA between the new licensee of WTVX and Viacom's WBSF, which is located in the separate DMA of Miami-Fort Lauderdale, will result in an out-of-market LMA, that is, one in which the brokering and brokered stations are located in separate markets.

The audience share for WTVX has steadily declined since November 1996. Although WTVX has been affiliated with UPN and, secondarily, with WB, the new licensee will affiliate WTVX with only UPN. In this way, the station can compete as a more viable network affiliate in the West Palm Beach-Fort Pierce market, with a network prime time lineup and high quality non-network programming that is strong enough to keep lead-in audiences for the UPN programming. High quality programming is obtainable for broadcast on WTVX with the aid of a group broadcast television owner, such as Viacom. At the same time, the station will offer local public affairs programming that is relevant to the Fort Pierce community. And given the history of Viacom's active participation in community affairs, WTVX, and ultimately the public, will benefit from Viacom's group-wide public affairs campaigns, such as "Education is Paramount," "Voting is Paramount," and "Kids are Paramount," as well as PSAs and short segment public affairs programs.

Further, the new licensee of WTVX and Viacom is committed to making WTVX a station serving viewers with uninterrupted service and a higher quality picture. This will be done by upgrading the technical facility of WTVX so that the station will not be forced to go dark due to poor equipment. In sum, this LMA arrangement entered into by stations in two separate and distinct markets and with *de minimis* Grade A overlap will permit WTVX to be a robust competitor and a new voice in the West Palm Beach market.

## **Phoenix, AZ**

### **DMA Market No. 17**

**KTVK-TV, Ch. 3 (Ind)**  
***KASW-TV, Ch. 61 (WB)***

Media America Corporation (MAC) is a family-owned company, one of the last major market family broadcasters in America. In 1994, after 40 years with ABC, KTVK was stripped of its network affiliation by a "business arrangement" on the part of Capital Cities, ABC and Scripps Howard Broadcasting. Several large corporations, including ABC, offered to buy KTVK. The family owners decided quickly to turn down the offers and invest from their own pockets in the locally based company they had been building for over 40 years.

Rather than scale back and cut jobs, they added new positions in news and locally-produced programming. They invested in creating new services for the Phoenix audience. They replaced the network fed morning shows with their own locally produced programs, giving the Phoenix audience a new, trusted service. They replaced the network evening newscast with another locally produced news and information block.

However, the cost of operating a major market, full service, independent television station with quality local programming is high. The only way that a local company can compete with national networks and communications giants is to seek new markets for its products and look for economies of scale.

Within months after the loss of ABC, MAC met with Mr. Gregory Brooks, the permittee of KASW. With MAC's assistance, Mr. Brooks developed plans to optimize the economies of building a facility, buying programming and promoting a new local television station. The solution was a local marketing agreement that would facilitate prompt construction of the Channel 61 plant and provide a new family-oriented television service to the Phoenix community. As part of the solution, MAC made available its existing transmitter site to Brooks at a major savings in time and expense. Based on results obtained during the first year and a half of operations, the plan appears to be succeeding. If the plan does work, market diversity and competition will have been increased through the participation of two locally owned, non-group stations, and a new children and family oriented program source has been made available to the people of Arizona.

Without KASW-61, Phoenix would not have had an outlet for the Fox Children's programming or the emerging WB network. Now KASW-61 is a source of competition in the

market and currently carries over 40 hours per week of Fox Children's programming and programming from the WB, e.g. *Bobby's World* and *Captain Planet*. Additional entertainment programming for KASW-61 includes family oriented programs such as *Little House on the Prairie*, *Doogie Howser*, *Happy Days*, *Family Matters*, and many others.

In addition, local public service programming is produced on children's and family issues. Examples include *Raising Arizona Kids* (an interview program focusing on the issues and concerns of children and raising children in today's world) and *Community Showcase* (focusing on local organizations and services provided to the community). Other award winning public service programming also is carried, such as *Center Street* (a weekly documentary focusing on teenagers' problems and solutions). KTVK also has assisted KASW in the local production of a series of public service announcements designed to meet the needs of children and youth. These PSAs involved the children themselves, both behind and in front of the camera. Finally, as an example of the additional public service provided by the new station, KASW broadcasts, in its entirety, the two day LDS World General Conference in April and October of each year.

Further, the Phoenix market is highly diverse in terms of ownership and is served by 10 television station "voices," (not including Channels 2, 13, 6 and 7 from Flagstaff, Kingman and Prescott). Moreover, it is a vigorous market in which MAC's competitors are a "Who's Who" of multistation and/or multimedia operations. They include Gannett, Meredith, Scripps-Howard, Fox, Paxson and Chris-Craft.

In summary, the KASW LMA has added program diversity where it otherwise would not exist. In addition, KASW provides new advertising opportunities to Arizona business. Finally, the LMA has allowed two family owned broadcasters to provide community oriented programming and services to their hometown.

## **Pittsburgh, PA**

### **DMA Market No. 19**

**WPGH-TV, Ch. 53, (Fox)**

**WPTT-TV, Ch. 22, (UPN)**

The local marketing agreement for these stations has been in effect since 1991. At the time of the LMA, WPTT was a marginally profitable station. Today it is back on its feet, and there is only three percent programming duplication between the two stations.

Prior to the LMA, WPTT was a home shopping station. Within a few weeks of entering the LMA, WPTT added general entertainment programming from 3 p.m. to 1 a.m.. General audience programming has been expanded every year to the point where WPTT is now



broadcasting 136.5 hours per week of general audience programming, including 24 hours of weekly children's programming.

The local marketing agreement has also permitted both stations to compete for the Major League baseball and NHL hockey games. Because games could be aired on both stations WPGH and WPTT won the rights to broadcast 20 professional hockey and 13 professional baseball games (18 of those games on WPTT and 14 on WPGH). Without the LMA, the stations would not have been able to keep those games on free television. Also, WPGH has been able to secure better flexibility with respect to scheduling, and as a result can take more risks with respect to purchasing top quality programs.

WPTT has involved itself in a number of community activities that may not have been possible except through the benefits of the LMA. It airs six hours of The Children's Miracle Network telethon on a Sunday afternoon in June each year, helping to make a difference in the lives of children. Last year viewers from the Pittsburgh market witnessed live, for the first time ever, the downtown New Year's Eve party. In addition, every February WPTT participates in a family festival produced by WPGH that attracts over 150,000 people, and every summer the stations participate in the Three Rivers Regatta, the largest community celebration of its kind in the region, drawing well over a million people.

WPTT's transmitting and master control facility is being dramatically upgraded by consolidating both stations' operations into a single site. These multimillion dollar technical improvements to both stations that may not have been feasible for a single station and will permit both to convert to digital sooner.

WPGH provides substantial production assistance to WPTT's licensee. The 3.5 hours of public affairs programming aired weekly are now recorded, produced and posted at the WPGH studios.

## **Sacramento, CA**

### **DMA Market No. 20**

**KCRA-TV, Ch. 3 (NBC)**

***KQCA-TV, Ch. 58 (UPN)***

KQCA (formerly KSCH-TV) has been on the air since 1986. The company that became the station's licensee in late 1986 encountered financial difficulties which resulted in the licensee's acquisition in 1990 by General Electric Capital Corporation ("GE"). GE's acquisition was part of a restructuring under which GE sought to preserve the assets and operating continuity

of KSCH-TV (and other stations under common ownership with KSCH-TV) while seeking new long term ownership. Citing Section 73.658(f) of the Rules, the Commission permitted GE to acquire control of KSCH-TV in 1990 only on the condition that GE would divest itself of its connection with the station within 24 months.

Although GE sought diligently to find a buyer for KSCH, it was unable to do so in the time allotted and accordingly received extensions of the two year divestiture date. Among factors cited by GE as having hindered its efforts to sell the station were "a variety of factors specific to the market, including the number of stations in the market, the ranking of KSCH-TV among those stations, the UHF status of the station, its newness in the market, and its marginal financial performance." Prospective purchasers, GE stated, "did not consider KSCH-TV to be attractive or financially viable as a standalone station." More specifically, GE noted that the Sacramento-Stockton market was then served by four network affiliated stations and five commercial independent stations and that:

"[O]f the six English-language stations licensed to the Sacramento-Stockton Designated Market Area competing for commercial dollars and included in the Nielsen ratings, KSCH-TV ranks last in the share of household viewers sign-on to sign-off, based on the most recent Nielsen ratings. At the time KSCH-TV was purchased, Kelly had for some time been supplying the station with a half hour daily newscast at 10:00 p.m. under a prior time brokerage arrangement limited to that news program alone."

The LMA has greatly increased the ability of KSCH-TV (now KQCA) to compete in the Sacramento-Stockton television market, with substantial resulting benefits to the public.

With the exception of KCRA-TV, which is one of the few remaining locally owned and operated television stations in large markets in the United States, the other English language television stations with which KQCA must compete are all owned by large broadcast groups. KCRA-TV is itself at a disadvantage in attempting to compete with such large broadcast groups in the program acquisition market, and KQCA would find it wholly impossible to do so as a standalone operation. Under the TBA arrangement, Kelly has been able to acquire a number of desirable syndicated program series for broadcast on KQCA, including programs such as *Frasier*, *Friends*, *Cheers*, and *The Simpsons*.

Under the TBA, Kelly now provides KQCA with 8.5 hours of local news programming each week specifically designed for that station, plus five hours of informational programming produced by Kelly's News Department. As a standalone station, KQCA would be unable to provide any such news programming at the level of quality necessary to compete in the market, which would necessarily mean that it would not attempt to provide any news programming at all. Indeed, prior to the present TBA, the only news programming broadcast by the old KSCH-TV was the daily half hour supplied by Kelly.

Kelly has also been able to experiment in broadcasting other innovative public service programs over KQCA. These have included *Health Call Live*, a one hour call-in program that provides viewers with valuable health information, and *Weather Watch*, a 24-hour weather report appearing every hour on the hour on KQCA. KQCA'S weather program utilizes KCRA equipment, including its live Doppler radar and KCRA weather personalities. Channel 58, Inc. also utilizes Kelly's production and support facilities in producing its own weekly public affairs program, *Focus*. Under the TBA, Kelly has also been able to obtain the rights to broadcast San Francisco's Giants baseball and Oakland A's baseball over KQCA.

Under the TBA, Kelly has been able to enhance the viewership for KQCA's programming through the use of visible Channel 3 news personalities in those programs themselves and in KCRA-TV promotional announcements for such programming. The stations jointly participate in public events and activities in the communities. For example, KQCA is now a cosponsor of the Pacific Rim Street Fest, an annual event celebrating the diversity of the Central Valley's Asian-Pacific Islander population. In addition, KQCA assists in promoting events such as the Mercy All-Star Weekend, which aids the local Sisters of Mercy in their health care mission. KQCA and KCRA in tandem also obtained donations of more than one million dollars' worth of food for those in need locally through KQCA's "Kids Can" and Kelly Broadcasting's "Food for Families" programs.

KCRA-TV is an affiliate of the NBC Television Network. When special NBC sports programs occasionally preempt programs normally seen on KCRA-TV, Kelly has the ability to shift the broadcast of the preempted programs to KQCA.

KCRA's promotional support of KQCA has been a key element in the station's success. KCRA promotional campaigns for the launch of programming such as *Star Trek: Voyager* and the UPN network have proven invaluable to KQCA's audience development.

Finally, Kelly's brokerage operations for KQCA have permitted the consolidation of most non-sales staff functions and physical plant, with substantial cost savings. (The stations continue to have separate sales staffs, and advertising on the two stations is sold separately by different Kelly employees.) These efficiencies and the larger audience shares KQCA now obtain in certain critical time periods have converted a less than marginal operation that could never have competed successfully with the other group owned stations in its market into a viable television station that provides substantial and continuing benefits to the viewing public.

## **Orlando, FL DMA Market No. 22**

**WFTV-TV, Ch. 9 (ABC)**

***WZKY-TV, Ch. 27 (Dark Station)***

The time brokerage agreement for these stations was entered into on October 31, 1994. WZKY-TV is not yet on the air. Reece is a limited partnership in which the general partnership interests are owned by Marsha and Rudy Reece, who are minorities. Once program tests begin, Reece has the right to program up to four hours per week, plus such additional time as Reece may deem necessary to fulfill its obligations as a licensee. WFTV, Inc. has the right to program the station up to 164 hours per week, subject to Reece's right to preempt the programming of WFTV, Inc. pursuant to the Time Brokerage Agreement and Reece's obligations as a licensee. It has not been determined how many hours the station will operate during the week.

Although the October 31, 1994 Time Brokerage Agreement for WZKY has not yet taken effect, WFTV, Inc. has provided Reece with technical assistance in locating a new transmitter site and obtaining governmental approvals for the new transmitter site after WZKY's original site was rejected by local zoning authorities.

The history of Reece's efforts to seek a new transmitter site and to obtain the required governmental approvals for a new site has been chronicled in extensive detail in connection with Reece's pending application to extend the WZKY construction permit (file number BMPCT-951025KO) and Reece's pending application to modify the WZKY construction permit to specify the new transmitter site. WFTV, Inc. has provided valuable technical assistance in the form of aeronautical consulting, engineering consulting and various types of site analysis. That assistance helped WZKY obtain a site that will provide a competitive signal, conform to all Commission rules, including those concerning spacing and city-grade coverage, and receive FAA and local zoning approvals. The new site will also allow WZKY to serve relatively unserved areas, including an area with approximately 2500 residents who will receive their fifth predicted Grade B television service from WZKY. Reece recently advised the Commission that it has obtained FAA approval and local zoning approval for the site now proposed for WZKY in a pending modification application. Accordingly, action by the Commission on Reece's pending applications is the last action required for WZKY to be constructed and put into operation as Orlando's fifth commercial television station and second minority owned television station.

WFTV, Inc.'s programming and technical assistance not only will help WZKY initiate service, it will help the station subsequently plan for and undertake the commencement of digital

television service. Accordingly, the Time Brokerage Agreement in this case will provide substantial public interest benefits both immediately and over time.

## **Baltimore, MD**

### **DMA Market No. 23**

**WBFF-TV, Ch. 45 (Fox)**  
**WNUV-TV, Ch. 54 (UPN)**

With the advent of the LMA, WNUV has developed much stronger recognition as a TV station committed to community. Resources have been made available to local nonprofit and service organizations, including local governments, to produce and air PSAs promoting their programs and services. Programming has been developed discussing the priorities, needs, concerns and interests of the community. These programming venues include community affairs, news, telethons, community service campaigns, and sponsorships. Prior to the LMA, WNUV had little, if any, community identity.

The LMA has provided opportunity for WBFF and WNUV to target their respective audiences with relevant community affairs programs. WNUV's urban audience has been served with such programming as *The Mayor's Show*, *Proud and Positive*, *Body and Soul* and *Wellness Works for Women*. WBFF's young audience has been served with quality locally produced children's programs and family programs such as *Straight Talk*, *Baby Talk*, and *What Every Parent Should Know About Their Child's Mental Health*.

Perhaps the biggest benefit to the community that has taken place as a result of the LMA is the launch of the 6:30 p.m. news on WNUV, the LMA station. By being able to utilize the news staff of WBFF-TV's *News at 10*, WNUV was financially able to provide another local news telecast to the marketplace. Six years ago, when the *News at 10* launched, the startup cost to launch approached \$5,000,000. To maintain the broadcast each and every year, the *News at 10* budgets three million dollars toward the operation of the product. However, the launch of WNUV cost less than \$650,000 to launch, \$200,000 of which was a one time startup cost. We expect the stations to function with a \$400,000 - \$500,000 yearly budget.

Based on WNUV-TV 54's past history, if WNUV had not enjoyed the benefit of being an LMA station this venture surely would have never taken place. The 6:30 news, after being on the air for less than seven weeks, handily beat the market's ABC affiliate in all key demographics. It came as no surprise since WBFF's *News at 10* has been awarded Baltimore's Best News Operation five times in the last six years by the Associated Press.

The LMA has provided greater resources to the community because two TV stations are now accessible and available. Under the LMA, nonprofits have access to station sponsorships of awareness and fundraising programs. These benefits include: presence on two TV stations, reserved PSA broadcast time, encore presentations of community affairs programs using both WNUV and WBFF, and the ability to reach two diverse audiences. The LMA also provides a great deal of flexibility in allocating station resources to serve the community interest. WBFF and WNUV create opportunity for the community. Organizations find that the door to broadcast exposure is open. The LMA provides opportunity to use two TV stations to support community projects. When one station's resources are committed, resources are more often available at the other station. Rather than being turned down, community organizations find opportunity to work with a local TV station to fulfill the needs and help solve the problems of neighbors in need.

Children's programs developed by one station find a broadcast home on both stations under the LMA. Both WBFF and WNUV have been recognized for their outstanding performance in children's programming. The Maryland Campaign for Children's TV has ranked WNUV and WBFF 2nd and 3rd among Maryland's 15 commercial TV stations for their commitment to quality children's programming. Locally produced PSAs, programs, specials, and outreach activities reach a broader audience when two stations work together. The impact is tremendous.

In 1997, because of the LMA, WBFF and WNUV will have sponsored 39 fundraisers for community organizations ranging from Maryland Homeless Veterans to the Ronald McDonald House, The Baltimore Zoo to Santa Claus Anonymous. In addition, five community service campaigns have been developed and broadcast between the two stations, covering community concerns ranging from role models for minority youth to women's health, from legal rights to the Baltimore Bicentennial. Also, resources have been made available to produce generic PSAs for many nonprofits (such as Associated Black Charities, The Salvation Army, and Baltimore Area Gleaning Network) to distribute among all the Baltimore TV stations with primary exposure on WBFF and WNUV.

The stations have begun running more local PSAs as opposed to the canned national PSAs that come in. The stations have actively gone out and encouraged more local groups to send any PSA additional material they may have.

## **Hartford- New Haven, CT**

### **DMA Market No. 27**

**WVIT-TV, Ch. 30 (NBC)**  
***WTXX-TV, Ch. 20 (UPN)***

The viewing public in the Hartford & New Haven DMA is the beneficiary under the LMA between WVIT and WTXX. Prior to the LMA, the brokered station, WTXX, was an independent station, airing home shopping, religious, and syndicated programming. Under the LMA, the licensee continues to air its own programming for the majority of the broadcast week and is a primary UPN affiliate. Moreover with the news expertise and resources of WVIT, which is an NBC affiliate, WTXX has launched a half hour local newscast at 10 p.m. seven times a week. This news program is not simply a feed from the brokering station, but an original live newscast that is tailor-made for WTXX by WVIT. This WTXX local news programming is possible due to the economies of scale inherent in an LMA, particularly here, where WVIT, as an NBC affiliate, airs its own local news and has the personnel, experience, and equipment available to produce a show for WTXX. Further, the WTXX 10 p.m. newscast is the sole source of direct competition with the only other 10 p.m. newscast airing in the market.

Additionally, prior to the LMA WTXX aired only one 30 minute weekly educational in informational children's program. Under the LMA, WVIT has aired at least one hour of educational children's programming each week and as many as 4 hours of such programming in September 1993, 4.5 hours in March 1994, and 5.5 hours in February 1997 - all well in advance of the effective date of the Commission's quantifiable standards.

**WTNH-TV Ch. 8 (ABC)**  
***WBNE-TV Ch. 59 (WB)***

WBNE's construction permit was granted in 1954. After what was surely one of the longest gestation periods in FCC history, WBNE's initial facility was finally constructed in April 1995. This nearly forty one year lag resulted from WBNE's financial problems, as well as its inability to obtain a lease for the only suitable transmission site in the area. Not surprisingly, as the impasse over the site lease continued, WBNE's financial difficulties mounted and it could not obtain funding from traditional outside sources.

Through the LMA with LIN, WBNE obtained the means necessary to construct the station while reducing its projected capital costs and operating expenses by utilizing WTNH's tower, and by combining certain overhead and administrative functions, such as traffic, billing and accounting systems, with WTNH. These budgetary savings in turn have enabled WBNE to become a potentially viable venture in the not-too-distant future.

As a result of the LMA, WBNE is now operating at maximum height and power, offering service to nearly 2.3 million people. It is an affiliate of the fledgling WB Network (which had no other outlet in the market) and broadcasts an array of local sporting events, including Hartford Whalers hockey, Boston Red Sox baseball, Big East Conference college basketball, American East college basketball, and New Haven Ravens minor league professional baseball games.

WBNE also has expanded the amount of political, educational and public affairs programming in the market. This last election, WBNE offered free air time to federal congressional candidates in a series of eight 30 minute shows, an offer accepted by more than half of the 22 eligible candidates. WBNE also recently launched a show featuring current events in the African American community, airing twice a week in thirty minute segments. In addition, WBNE broadcasts educational programming such as *Captain Planet*, which airs each weekday, and *Wild About Animals*.

Finally, although WBNE and WTNH share certain overhead and administrative costs, this has not in any way compromised the diversity of service to the public or competition in the local television marketplace. Indeed, the two stations have separate network affiliations and only a three to 5 percent duplication of programming. The two stations have wholly independent sales forces who compete vigorously for local and national business. In sum, the LMA not only has made WBNE economically viable, but has channeled its resources primarily toward programming. This in turn adds to, rather than subtracts from, the diversity and competition in the local marketplace.

## **Charlotte, NC DMA Market No. 28**

**WJZY-TV CH. 46 (UPN)**  
**WFVT-TV CH. 55 (WB)**

In early 1994, Capitol Broadcasting Company, Inc., the parent of WJZY-TV, Inc. (the licensee of station WJZY), learned that Family Fifty-Five, Inc., permittee of WFVT, Channel 55 in Rock Hill, South Carolina, was interested in entering into an LMA with a station in the Charlotte, North Carolina market. Family Fifty-Five had held the construction permit for several



years, but had concluded that in order to construct and operate their station in the best manner, they would need to enter into an LMA. After contacts with two other broadcasters, Family Fifty-Five entered into negotiations with WJZY-TV, Inc. The LMA between WJZY-TV, Inc. and Family Fifty Five provided that the new station's antenna would be mounted on WJZY's tower, that the new station's transmitter would be collocated with the WJZY transmitter, and that space at the WJZY studio would be provided for use as a main studio for WFVT, as well as for use as office space by WFVT's management and employees. The Commission's staff reviewed the LMA when WFVT was assigned in 1996 to its current owner, TV 55, LLC.

WFVT broadcasts a minimum of 70 public service announcements a week. The Channel 55 licensee also originates a weekly half hour public affairs program, *Focus 55*, devoted to issues of concern to the Rock Hill community. The 30 minute weekly program is taped in Rock Hill, as a convenience to Rock Hill community leaders, and is broadcast on WFVT on Sundays at 7:00 a.m. and Mondays at 1:00 p.m.

Economies of scale make the operation of WFVT affordable. WFVT provides Warner Brothers ("WB") Network programming to viewers in Rock Hill and throughout the Charlotte market. Similarly, WFVT produces (in Rock Hill) and airs a weekly local public affairs program and PSAs that specifically address the needs and interests of the residents of Rock Hill, which has no other commercial television station. WFVT also broadcasts core children's programming, and Charlotte Hornets Basketball, that would not otherwise be viewed in the market.

## **Raleigh, NC**

### **DMA Market No. 29**

**WLFL-TV, Ch. 22 (Fox)**  
**WRDC-TV, Ch. 28 (UPN)**

Prior to its current ownership and LMA status, WRDC was an NBC affiliate that ran no local public service announcements other than those that were included within NBC network programming. NBC terminated that affiliation soon after Glencairn, Ltd. acquired WRDC. Currently WRDC runs between 8-10 hours of PSA time each quarter. WRDC also rebroadcasts *Local Edition*, a public affairs program produced by WLFL.

WRDC did not participate in local community ascertainment meetings prior to the LMA. WRDC hired a public affairs director after entering into the LMA agreement. Currently, both WLFL's and WRDC's public affairs directors participate monthly in community ascertainment meetings.

The following are just a few of the Public Service Announcements that WRDC has produced and aired for various local nonprofit organizations: Hurricane Fran Informational, First Night Raleigh, Angel Tree, Arthritis Foundation Jingle Bell Run, Prevent Child Abuse, EEO Jobline, the Moore County Literacy Council PSA and the Alice Aycock Poe Center - Antique Auction PSA.

The stations also participated in numerous charitable activities. For example, *Foxfest 1996*, was a two day dual station event held at Durham's South Square Mall and featured interactive booths of local vendors and nonprofit organizations for the public. This event was targeted toward children/families and featured entertainment, giveaways, information and fun. Over the past two years another important charity in which the stations have participated is the Marine Corps Reserve Toys for Tots Campaign, which collects toys for disadvantaged youngsters. The stations and their sponsors collected more than 8,000 toys per year. WRDC sponsored the Whitney M. Young, Jr. Services Awards Dinner, which was held as a fundraiser for the local boy scout chapters. A cash contribution was donated to the cause. Both stations sponsored the Jimmy "V" Celebrity Golf Classic. The proceeds from this event were donated to the "V" Foundation for cancer research and awareness. This event was broadcast worldwide by ESPN.

As of January 1997 both stations implemented internships in which ten area schools are represented. An emphasis has been placed on recruitment of minorities in an effort to create a hiring pool for trainee and entry level positions. To promote outreach, educational tours of WRDC and WLFL are given weekly to community and school groups.

The following constitutes a more specific list of public service campaigns where the stations either produced or created Public Service Announcements and Calendar Announcements; or produced segments for *Local Edition*, the station's public service program/voice; or directed employee participation in events and production of local spots or use within the market. Many of these efforts would not have occurred but for the local marketing agreement. For example, the stations have sponsored:

*An Afternoon with Maya Angelou and Friends:* On February 4, 1996, this promotion kicked off Black History Month with a gala dinner honoring Dr. Maya Angelou through poetry, music & dance. WRDC produced a PSA that began promotion of the event in December. Proceeds raised from this event benefitted the North Carolina Educational Foundation - a foundation for three local colleges that would enable college students to travel to Africa. The event featured Dr. Maya Angelou, national jazz recording star Neena Freelon, and Chuck Davis & the African Dance Ensemble.

*Scouting for Food:* From January 10 through February 1996 this UPN 28 exclusive helped the Boy Scouts raise over 80,000 pounds of food for the North Carolina Food Bank. The promotion entailed local Boy Scouts dropping off bags in area territories all over WRC's ADI to be filled with food and picked up on February 10. WRDC produced a 30 second PSA that was tagged with the local Boy Scout offices' phone numbers.

*Every Heros:* This promotion served as WRDC's salute to Black History Month. The promotion began in January and continued through until February 29, with a series of 30 second Public Service Announcements -- one per week -- that spotlighted local "community heroes." These heroes were chosen through local radio station FOXY 107/104 because of their service, self sacrifice & achievement.

*FOXY Concert Series:* WRDC & FOXY 107/104 radio station share sponsorship of this year long promotion that features a concert every month in Raleigh or Durham, with proceeds benefitting the United Negro College Fund.

The stations have also worked closely with the Enloe High School Business Education Alliance. Several programs have been sponsored with this alliance.

*Teachers in the Workplace Day:* Teachers from a local high school shadow station employees in an effort to take teachers out of the classroom so they can better prepare their students for the real world.

*Freshmen Career Expo:* An event which gave freshmen in high school ideas about careers and different types of vocational & elective classes to take. The station's local sales manager and marketing research director participated.

*Students in the Workplace:* An all day event for eight "at risk" youngsters from a local high school. The station provided an intensive tour featuring hands on demonstrations, speakers from different departments, and a question & answer period.

Other community efforts include promotions for the following charitable events and organizations:

*MS WALK:* The fundraiser for the Multiple Sclerosis Society included on-air Public Service Announcements and signage at the event.

*WALKAMERICA:* This fundraiser for the March of Dimes included on-air PSAs and signage at the event. UPN organized a team that helped raise over \$105,000 in Raleigh. Close to 1,000 people walked with UPN & FOX.

*Safe and Sober Prom Night:* The station promoted an alcohol-free prom night by providing an on-air campaign and signs at proms.

*Prom-Promise:* A project which also promotes an alcohol and drug-free prom by airing public service announcements and providing signs.

*Tournament of Hope:* This golf tournament promoted by the station with public service announcements featured an event on May 10 benefitting the local chapter of the

American Diabetes Foundation. The new station (WRAZ-TV) was constructed and went on the air in September of 1995, providing religious, public affairs, and other programming of interest to the Raleigh community.

*Artsploure:* On May 18, the station supported this art festival with an area dedicated to kids. There was food, fun, games & giveaways, as well as an on-air campaign. This festival supported the local art community.

*US Women's Open:* Wrapping up the month of May, this event began on the 27th and ended on June 2, with a golf tournament that was heavily supported by PSAs and calendar announcements. Monies raised from the tournament benefitted breast cancer research in North Carolina.

*Jimmy "V" Golf Classic:* The station greatly supports this annual fundraiser golf tournament with on-air PSAs. The Jimmy "V" Foundation supports cancer research.

*Make-A- Wish Golf Tournament:* This tournament was also supported heavily with PSAs and served as a fundraiser for the Make-A-Wish Foundation of North Carolina which grants the wishes of terminally ill children.

*Health and Recreation Expo:* This was a mall event held at Triangle Factory Shoppes in Cary. It provided the public with the opportunity to learn about different health organizations and nonprofit organizations, as well as hear talks from doctors on several popular subjects, from prenatal care to plastic surgery. Several health clubs were featured, as well as aerobic demonstrations.

*Holiday Invitational:* This promotion involved the top high school basketball teams in the country in a playoff game held this year at North Carolina State University's Reynolds Coliseum.

*Toys for Tots:* This two event promotion encompassed most of the quarter. Five spots were produced and aired beginning in November and ending December 31, 1996. The station, area businesses, organizations, and the community came together in Durham at Northgate Mall and in Raleigh at Cary Towne Center for the Toys for Tots Holiday Mall Tour. At each four hour event, the station raised more than 4,000 toys.

## **WRAL TV, Ch. 5 (CBS)**

### ***WRAZ-TV, Ch. 50 (WB)***

In the spring of 1994, the President of the Christian Ministries Foundation met with representatives of Capitol Broadcasting Company, Inc., licensee of station WRAL-TV, Raleigh, North Carolina. A subsidiary of Christian Ministries, Victory Television operated a low power TV station providing religious programming in the Raleigh-Durham market. Another subsidiary

of Christian Ministries, Tar Heel Broadcasting, Inc. had recently entered into an agreement to purchase the construction permit for full power Channel 50 in Raleigh. However, Tar Heel had realized that it would need assistance in constructing and operating a full power station. After several meetings, agreements were reached through which Capitol lent funds to Tar Heel for the purchase of equipment and construction of its station. In addition, a Time Brokerage Agreement was signed, under which Capitol would provide antenna space on its tower and office space at its WRAL-TV studios to Tar Heel. While Tar Heel would produce and broadcast substantial religious and public affairs programming, the remaining time on Tar Heel's station would be brokered to Capitol. The new station (WRAZ-TV) was constructed and went on the air in September of 1995, providing religious, public affairs and other programming of interest to the Raleigh community.

In August of 1996, Tar Heel assigned its permit, and its rights and obligations under the Time Brokerage Agreement, to Carolina Broadcasting System, Inc.

The relationship between Capitol and Carolina Broadcasting has been very harmonious and productive. The management and employees of Carolina Broadcasting are still located at the WRAL-TV studios, and while retaining control of their station, benefit from the advice and assistance of Capitol employees.

The operation of WRAZ has not yet turned a profit, and Capitol's operating losses in supplying programming have been substantial. Nevertheless, use of the WRAL studios, office space, and tower, has provided economies of scale that make the operation of WRAZ viable. As a result, WRAZ provides Warner Brothers ("WB") Network programming to viewers in Raleigh and throughout the Raleigh-Durham market.

WRAZ is also now able to produce and broadcast a daily newscast at 10:00 p.m., an hour earlier than the news programs of the major affiliates in the market. The production of that news program is made possible by the assistance of the WRAL news department, which is well equipped and staffed with more than 100 people. WRAZ also broadcasts a weekly local public affairs program, which is produced and hosted by the President and General Manager of WRAZ. All of this local and network programming would not be made available but for the Time Brokerage Agreement between Capitol and Carolina Broadcasting.

This agreement has allowed a new voice to be seen and heard in the market. The nightly half-hour newscast, which is written and aired separately from the brokering station, is a significant effort toward establishing WRAZ as a competitive station in the market. Because of these substantial investments, Fox Television Network has agreed to affiliate with WRAZ in 1998, an event which would likely never have occurred otherwise.

The General Manager personally writes, produces and hosts a weekly public affairs program, selecting and interviewing persons who respond to issues and needs ascertained to be

of importance to the community. The program is aired in prime time. This ensures that the station is addressing topics of interest to the station's market.

WRAZ would have been unable to afford the operating losses which would have resulted in starting a full power station in the 29th market in the nation without an LMA agreement. The working relationship could not have been better. Managers and company officers of the brokering station have judiciously avoided intrusion into the authority of the permittee. When requested, the level of expertise and assistance has been invaluable, allowing the permittee help which it otherwise could not afford. The brokering station has consulted with the permittee in certain instances before contracting for programming, wanting to ensure that the permittee is in agreement with such purchases. The permittee is fully informed of community service and promotional events in which the brokering station intends to participate, and the permittee's personnel are invited to participate.

After almost two years of operation, WRAZ is poised to be a competitive market force. Without the LMA agreement and subsequent infusion of capital which resulted from the agreement, there is little possibility that such would be the case. There is no question that the public interest has been better served as a result of this agreement.

## **Milwaukee, WI**

### **DMA Market No. 31**

**WCGV-TV, Ch. 24 (UPN)**  
**WVTV-TV, Ch. 18 (WB)**

As a result of the local marketing agreement, the stations have been able to increase their public service programs. For example, the stations provide available airtime to associations dependent on telethon broadcasts to raise funds and educate society about their causes. The following telethons aired on the stations: Arthritis Foundation, Leukemia Telethon, Wisconsin Human Society Easter Seals and the Lou Rawls Parade of Stars. The stations also broadcast weekly syndicated public service programming, *America's Black Forum*, and an Emmy award-winning weekend morning news program, *It's Your Business*, which is a weekly debate program on current issues.

The LMA between WCGV-TV and WVTV has made it possible to broadcast sporting events of Milwaukee's professional and State college and high school teams:

68 Milwaukee Brewers Baseball Games  
35 Milwaukee Bucks Baseball Games  
9 University of Wisconsin Basketball Games

10 Marquette University Basketball Games  
6 USA Conference Basketball Games  
16 WLKA State Boys & Girls Basketball Championship Games

Fox Children's Network public service PSAs air weekly, covering subjects affecting kids on a regular basis. Topics include children's perception of divorce, dealing with step-siblings, self image, violence, and numerous other subjects. *Community Happenings* -- 60 second spots produced each week featuring various events around the city for kids and families. Also the FOX Kids Club's *Totally Kids Magazine* is a children's quarterly publication featuring games, interviews, stories, and interesting articles about children nationwide. The magazine has 25,000 readers.

The local marketing agreement has also made it economical to provide locally produced children's shows. *Take One*, a production of the Sinclair Communications Group, airs on WCGV weekly. The half hour show is educational programming for children 16 years and under. An hour of *Scouting* airs weekly on WVTM. The two half hour programs are produced by Glencairn, Ltd. and qualify as educational programming for children 16 years and younger. *Hang Tough*, a City of Milwaukee initiated drug and educational community program developed for preteens, invites 4-6th grade classes to participate in creating video anti-gang messages which are entered in local, state and national competition. The winners are featured in a half hour program aired annually on both stations.

In 1994 WVTM aired 1.5 hours per week of children's educational programming. In 1996 the amount of children's educational programming increased to 5.0 hours per week, and in 1997 it increased to 7.0 hours per week.

*Kids Zone* is an outreach program, which is aired on WCGV and soon will be aired on WVTM, to inform family viewers about the stations' free community events and other public service messages. The two hosts of the *Kids Zone* attend various family community events and participate in public service campaign messages throughout the year.

The stations also produce public service announcements aimed at young children. Some of the campaigns include, "*Safe Trick or Treating Tips Program*," "*Fire Safety Tips Program*," "*Havenwood's Awareness to Nature*" (Received award from the State of Wisconsin Department of Natural Resources), "*What's Going On*" (Seasonal vignettes, i.e., dressing for winter, daylight-saving time, Christmas parades, community volunteering) and "*Doing Stuff*" (How-to's, e.g., making bookmarks, frozen tropical pop and studying tips for back to school.)

The stations have also served as media sponsors for the following nonprofit campaigns: Easter Seal Haunted Holler House, Tour de Cure American Diabetes Association Cycling Event, Leukemia Society's Scenic Shore 150 Bike Tour, Hatch 'N Egg for Easter Seal, Milwaukee County Parks Summer & Fall Activity Guide, Milwaukee Public Library Summer Reading Club (3 months), Southeast Wisconsin Waste Reduction Coalition for Youth, Read Around Milwaukee (3 months), Volunteer Program (Nov./Dec.)

Both stations now have the resources to be actively involved in the community. Some of the community events sponsored by the stations include "Winterfest" where the stations sponsored free family skating night every Wednesday for six weeks at the "Winterfest" Skating Rink in downtown Milwaukee. During Milwaukee's "Summerfest," the stations sponsored various activities for the eleven-day event, e.g. a sports area demonstrating that exercising can be fun, characters from children's shows participating in daily parade and autograph sessions, and guest appearances by stars of WB and UPN shows. Stations produced promotional spots that aired during the eleven days, promoting events for the nonprofit City of Milwaukee's "Big Gig." A 30th anniversary half hour show was produced by the stations this year. The half hour show aired four times before the start of "Summerfest."

The stations also sponsored several activities during the Wisconsin State Fair. Stations sponsored an Activity Dome at the eleven day event. *Kids Zone* hosts involved families in various games and activities. Star and cartoon characters appeared at the event, and stations produced daily calendar spots featuring each day's activities.

The stations also produced, hosted, and staffed a variety of free events for the community. For example, "Free Friday Flicks" is a family event held on four Friday nights during the summer at different Milwaukee County Parks. The flicks are free and an estimated 10,000 people take part in the activities. The proceeds raised from the sale of food are donated to charity. "Familyfest" is a free, interactive family event held at Wisconsin's largest mall, Southridge, on a Saturday and Sunday in February. Stage events include cartoon characters, celebrity appearances and autograph sessions, local entertainment and family trip giveaways. Over 100,000 people participate in the free event.

The stations have also been involved in a variety of community outreach programs. "Teachers Are Tops" was a campaign to recognize teachers who were nominated by students' essays. The teachers were featured on-air. "Coach of the Week" honored these dedicated individuals for their contribution to the students and their schools both on the field and off. The coaches were also featured on-air. During 1996, the stations produced and aired programs informing viewers about Milwaukee's founders, heritage and history as part of the Milwaukee Sesquicentennial.

The "Victory Over Violence" campaign was done with the Milwaukee Career Youth Development and the Milwaukee School of Excellence. It was an inner city plan to develop part of a vacant lot into a "Victory Over Violence" park. A commemorative wall will list the names of children under the age of 16 who have died due to violence. Stations support the effort with PSAs, material solicitation, news conferences, and saluting businesses that have come forward to help. The stations participated in Milwaukee Public Schools first annual "Careers on Wheels" featuring career vehicles. Stations engineers demonstrated our satellite remote truck at the event. Our General Sales Managers attended a one day seminar providing information to students and job seekers about careers available in the broadcasting industry. Finally, the stations have supported traditional holiday dinners for the needy, including the 1994 Fourth Annual Christmas Family Feast, which served 4,200 people, and the 1996 Milwaukee Outreach Center



Thanksgiving Day Dinner PSA Drive, which sought volunteers to serve 5,000 people. Numerous station personnel volunteered and worked at this event.

The stations each air a locally produced, weekly half hour public service program on community issues: *Inside/Outside Milwaukee* (WVTV) and *24 on Milwaukee* (WCGV). Department Heads and Managers attend the Greater Milwaukee Broadcasters Community Ascertainment two day meetings in the spring and fall where community issues are discussed. After each meeting reports are compiled, outlining subject matter to cover in the stations' public service programs.

## **Kansas City, MO**

### **DMA No. 32**

**KMBC-TV, Ch. 9 (ABC)**  
**KCWB-TV, Ch. 29 (WB)**

Under its Program Service and Time Brokerage Agreement (LMA) with KCWB-TV, Inc., permittee of Television Station KCWB-TV, Kansas City, Missouri, The Hearst Corporation, licensee of Television Station KMBC-TV, Kansas City, Missouri, has been able to provide a variety of public interest benefits to the people of Kansas City and the surrounding area. These public interest benefits include the offering of new and diverse programming which was previously unavailable in the market. Its schedule includes a number of first run syndicated programs that the licensee would not have been able to acquire using only its own resources.

KCWB is an affiliate of the Warner Brothers Network. Prior to the LMA and construction of KCWB, Warner Brothers was without an affiliate in the Kansas City market. KCWB currently provides approximately thirty-six (36) hours of children's programming per week. Under the new FCC Children's Programming Rules, which become effective in September, KCWB will broadcast approximately ten (10) hours per week of programming which will qualify as educational and informational children's programming.

The LMA has also allowed KCWB to have a strong local presence. For example, one of the licensee's goals prior to the LMA was to obtain the rights to broadcast Kansas City Royals baseball games. Working together with the broker, the station has been able to obtain these rights. Thus, in addition to its exceptional record of serving the needs of children, KCWB also serves as the flagship station for Kansas City Royals baseball, providing thirty-five games to the market each season. KCWB broadcasts a number of first-run syndicated programs that would otherwise be unavailable in the market. KCWB also provides several religious and informational